

## Message Text

UNCLASSIFIED

PAGE 01 MONTRE 00405 141944Z  
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W  
-----150403Z 027873 /67

R 141645Z MAR 77  
FM AMCONSUL MONTREAL  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8704

UNCLAS MONTREAL 405

E. O. 11652: N/A  
TAGS: BGEN, CA  
SUBJ: PRIVATE TRADE OPPORTUNITY (COUNTRY COMMERCIAL PROGRAM)

1. 122/04/P

2. 03/11/77

3. E. TOLMAN

4. 122 CANADA

5. MD

6(A) DENIS PRECOURT, SALES MANAGER  
6(B) VIC STORE FIXTURES INC.  
6(C) 1440 NOTRE DAME W.  
VICTORIAVILLE, QUEBEC G6P 6T3

7. TEL: (819) 758-0627  
TELEX: --

8. --

9. 104-11  
9(A) DIRECT SALE AND AGENCY/DISTRIBUTORSHIP  
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PAGE 02 MONTRE 00405 141944Z

10. DESCRIPTION  
2542000-0000 SHELVING, METAL, WAREHOUSE  
2541000-0000 SHELVING, WOOD, STORE, WAREHOUSE

VIC STORE FIXTURES, INC. WAS ESTABLISHED IN 1955 WITH HEAD  
OFFICE AND MANUFACTURING PLANT LOCATED IN VICTORIAVILLE, P.Q.,

AND BRANCH OFFICES, AND WAREHOUSES IN TORONTO, EDMONTON, WINNIPEG, CALGARY, VANCOUVER, REGINA, HALIFAX, CHARLOTTETOWN, FREDERICTON AND ST. JOHNS (NFLD.). EMPLOYS 101 IN PLANT AND 20 DISTRIBUTOR/ SALESPERSONS. MARKETING TERRITORY IS CANADAWIDE. ANNUAL SALES EXCEED \$3.5 MILLION. SPECIALTY IS STORE SHELVING AND SHOWCASES (METAL SHELVING, WOOD COUNTERS AND RELATED STORE EQUIPMENT).

11. SUBJECT FIRM IS INTERESTED IN FINDING US-MANUFACTURED LINES OF WAREHOUSE SHELVING AND SYSTEMS OF WAREHOUSE SHELVING TO ADD TO THE LINES OF PRODUCTS WHICH IT PRESENTLY MANUFACTURES AND/OR DISTRIBUTES IN CANADA.

HARPER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Decaption Date:** 01-Jan-1960 12:00:00 am  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Enclosure:** n/a  
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**TAGS:** BGEN, CA  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
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